LEO BURNETT COMPANY, *Inc.*
Ad No. 527—Req. No. 79792—Full Kentucky Flavor—1 Page—4 color bleed—TV Guide, 1971 (A)
Printed in U.S.A.

Lower in tar than 95% of all cigarettes sold.

Full Kentucky flavor in a low-tar cigarette.
15 mg. "tar," 1.0 mg. nicotine.

PHILIP MORRIS
MULTIFILTER

Regular: 15 mg. "tar," 1.0 mg. nicotine—Menthol: 12 mg. "tar," .9 mg. nicotine av. per cigarette, FTC Report Nov.'70

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